

Subject: RE: 2017 Survey of Downtown Residents, Workers and Visitors
From: Elan Shore </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=08C482029C0544EA83E4EA8EB59ED9E0-ESHORE>
Date: 08/08/2017 01:34 PM
To: Nick Griffin <ngriffin@downtownla.com>, Shane Phillips <sphillips@ccala.org>

Shane,

Thanks for the feedback.

1. Is there a way to include a “back” button? Right now you can only go forward and if you make a mistake or reconsider something you’re kinda stuck.
 - We don’t put in a back button because we don’t want people to change their answers. We will make sure to include a note about that in the survey instructions.
2. On the page with the questions about appreciating new retail, the left side is “strongly agree” rather than the right, which is more typical and the format used earlier in the survey. You may end up with some people answering “strongly disagree” when they mean to answer “strongly agree” (for example) if it’s left as-is. There are one or two other pages where I noticed the same thing.
 - Thank you – I will make sure to review.

I like the question about what ZIP code people came from before moving to Downtown; maybe we can complement it with a question about whether their rent/mortgage went up/down/same? I’m not sure if that’s precisely the right question to ask, but something along those lines. From my perspective this would be useful because it’d make the case that housing in Downtown is freeing up lower-priced housing in other parts of the city, and from your marketing perspective it could be useful in showing that people view moving to Downtown as an “upgrade” that they’re willing to pay a premium for.

- We are planning to do targeted follow-up surveys on specific topics like this. These are excellent questions for that kind of survey.

From: Nick Griffin
Sent: Friday, August 04, 2017 9:41 AM
To: Shane Phillips <sphillips@ccala.org>
Cc: Elan Shore <eshore@downtownla.com>
Subject: RE: 2017 Survey of Downtown Residents, Workers and Visitors

Hey Shane. Great feedback. I’m looping Elan in as he is managing the project and I’d like his take on your suggestions.

From: Shane Phillips [<mailto:sphillips@ccala.org>]

Sent: Friday, August 04, 2017 9:14 AM

To: Nick Griffin <ngriffin@downtownla.com>

Subject: RE: 2017 Survey of Downtown Residents, Workers and Visitors

Hey Nick,

These aren't questions, but I have a little input:

1. Is there a way to include a "back" button? Right now you can only go forward and if you make a mistake or reconsider something you're kinda stuck.
2. On the page with the questions about appreciating new retail, the left side is "strongly agree" rather than the right, which is more typical and the format used earlier in the survey. You may end up with some people answering "strongly disagree" when they mean to answer "strongly agree" (for example) if it's left as-is. There are one or two other pages where I noticed the same thing.

I like the question about what ZIP code people came from before moving to Downtown; maybe we can complement it with a question about whether their rent/mortgage went up/down/same? I'm not sure if that's precisely the right question to ask, but something along those lines. From my perspective this would be useful because it'd make the case that housing in Downtown is freeing up lower-priced housing in other parts of the city, and from your marketing perspective it could be useful in showing that people view moving to Downtown as an "upgrade" that they're willing to pay a premium for.



Shane Phillips

Director of Public Policy

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

office: (213) 416-7535 | fax: (213) 624-0858

sphillips@ccala.org

ccala.org



From: Nick Griffin [<mailto:ngriffin@downtownla.com>]

Sent: Thursday, August 03, 2017 5:01 PM

To: rena@fashiondistrict.org; ellen@southpark.la; geoyu28@aol.com; jkumamoto@aol.com; miguel@artsdistrictla.org; board@visitlittletokyo.com; blair@historiccore.bid; elopez@centralcityeast.org

Cc: Jessica Lall <jlall@ccala.org>; Marie Rumsey <mrumsey@ccala.org>; Shane Phillips <sphillips@ccala.org>; Suzanne Holley <sholley@downtownla.com>; Elan Shore <eshore@downtownla.com>

Subject: 2017 Survey of Downtown Residents, Workers and Visitors

Hello fellow BIDers,

As discussed at last week's meeting, we're doing an updated Survey of Downtown Residents, Workers and Visitors this fall, and would like to get your input. An initial draft

version of the survey is available [HERE](#).

Specifically, we would like your feedback on the following:

- 1) Additional topics / questions you would like to see addressed
- 2) Topics or demographics you'd like to see targeted in more detail in follow-up surveys
- 3) Strategies to increase participation and ways you and your BID can assist with promotion

For reference, the 2015 survey can be reviewed [HERE](#).

I'm happy to schedule time to discuss in more detail.

Thanks!

Nick

Nicholas Ziff Griffin

Vice President, Economic Development



Downtown Center Business Improvement District

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

Call: 213-416-7522 | Fax: 213-624-0858

Web: DowntownLA.com

—image001.png



—image002.png

RE: 2017 Survey of Downtown Residents, Worker...



—image003.png



—image004.png



—Attachments:

image001.png	15.4 KB
image002.png	1.0 KB
image003.png	951 bytes
image004.png	5.8 KB